



## ENERGY STAR® Logo Use Guidelines

# Introduction and General Guidelines

### Introduction

This document provides guidelines for use of the ENERGY STAR name and logos. There are four logos available to ENERGY STAR stakeholders for use in their marketing and communications efforts:

- **Certification Mark.** Used as a label on products, homes, and buildings that meet or exceed ENERGY STAR performance guidelines.
- **Partnership Mark.** Used to promote an organization's commitment to ENERGY STAR. This mark is only available to those organizations that have signed an ENERGY STAR Partnership Agreement or Partnership Letter.
- **Promotional Mark.** Used on promotional materials that feature ENERGY STAR. This mark includes a tagline, "Money Isn't All You're Saving," that helps convey the benefits of ENERGY STAR labeled products, homes, and buildings. This mark is available to organizations running public education campaigns on the benefits of ENERGY STAR. The promotional mark should be used anytime a partner wishes to display the ENERGY STAR logo next to its corporate logo.
- **Linkage Phrase Mark.** Used in marketing materials to show that a company sells either ENERGY

STAR labeled products or services that can deliver ENERGY STAR performance levels.

These logos are in effect and supercede all other logos. You must agree to abide by these Logo Use Guidelines to use any of these marks.

### General Guidelines

The ENERGY STAR name and logo are registered US marks and are owned by the US government. The tagline provided with the promotional mark ("Money Isn't All You're Saving") is also owned by the US government.

Organizations must enter into an agreement with ENERGY STAR to use the logo artwork as provided in this document. The following general guidelines apply to all four ENERGY STAR marks.

1. The logos may not be altered, cut apart, separated, or otherwise distorted in perspective or appearance.
2. The logos and ENERGY STAR name may never be used in any manner that would imply ENERGY STAR, EPA, or DOE endorsement of a company, its products, or its services. Neither the logos nor the ENERGY STAR name may be used in any other company name, product name, service name, domain name, Web site title, or the like, except as provided for Program Sponsors in the ENERGY STAR Handbook.



3. The logos may never be used in a manner that would disparage ENERGY STAR, EPA, DOE, or any other government body.
4. The logos must not be altered and must stand alone (e.g., the logos should not be incorporated into other logo designs). Watermarks of the logos are allowed provided the usage complies with these Logo Use Guidelines. The words “ENERGY STAR” may also be used as a watermark.
5. The logos may never be associated with products, homes, or buildings that do not qualify as ENERGY STAR.
6. Partners and other authorized organizations are responsible for their own use of the ENERGY STAR logos, as well as use by their representatives, such as ad agencies and implementation contractors.
7. The ENERGY STAR name should always appear in small capital letters.<sup>1</sup>
8. The registration symbol must be used with the ENERGY STAR name as follows:
  - ® symbol should always be in superscript
  - There is no space between the words “ENERGY STAR” and the ® symbol
  - Use the ® symbol the first time the words “ENERGY STAR” appear in a document
  - Repeat the ® symbol in a document for each chapter title or Web page
9. The statement “ENERGY STAR and the ENERGY STAR certification mark are registered US marks” may be used in addition to the registered symbol to indicate their ownership by the US government. This statement should be placed where normal explanatory information is found (e.g., the bottom of an advertisement or poster, at the bottom of the relevant page in a manual or brochure, or on the product packaging).

### Integrating the New Logos

ENERGY STAR stakeholders should begin using the new logos **immediately** for any campaigns or materials currently in development or planned for the future. Materials currently in circulation with old versions of the logo do not need to be pulled from distribution at this time. However, as these materials are updated or revised, the new logos should replace the old.

***ENERGY STAR will not recognize as correct any previous logos after April 1, 2001.***

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<sup>1</sup> Small caps can be found in both Microsoft Word and Word Perfect in the “Format” Menu under “Font.” If the small caps function is not available, type the word in all capital letters and make the “ENERGY” and “STAR” two font sizes smaller than the E and S (e.g., 12 point for the E and S and 10 point for the rest of the letters).





### **ENERGY STAR Review Policy**

- Advertisements where the certification mark is placed next to qualified products do not need to be approved.
- ENERGY STAR must approve educational or promotional campaigns that feature the ENERGY STAR name and/or logo prior to final production or printing. The submitted materials will be reviewed for compliance with these guidelines within five (5) business days of receipt of the materials. Materials should be submitted to your Account Manager or primary program contact.

### **Logo Violations**

ENERGY STAR actively monitors proper use of the ENERGY STAR name and logos. The following explains the general course of action for addressing logo violations:

1. Anyone who misuses the logos will be contacted in writing or by telephone.
2. A reasonable amount of time will be given to correct the error(s) per ENERGY STAR's discretion. The timeframe will be dependent upon the medium in which the violation appeared and the severity of the infraction.
3. Follow-up will be conducted to ensure that the error(s) has been corrected. Failure to make the required changes may result in termination of a stakeholder's participation in ENERGY STAR and/or legal action.

In addition, through periodic retail visits, ENERGY STAR will identify any logo violations on promotional materials, product packaging, and/or the products themselves. ENERGY STAR will work with the violator to produce and implement a detailed action plan to quickly remedy the situation and establish procedures to avoid future errors.

### **Questions about the Logo Use Guidelines**

If you have questions regarding these Logo Use Guidelines, please call your Account Manager or primary program contact, or the ENERGY STAR Hotline at 1-888-STAR-YES (1-888-782-7937).



## ENERGY STAR® Logo Use Guidelines

### Program Stakeholders

The summary table below is provided to generally assist partners and others in identifying the ENERGY STAR mark(s) authorized for their use.

Purpose	Condition	ENERGY STAR Marks			
		Partner-ship Mark	Certification Mark	Promotional Mark	Linkage Phrase Mark
Highlight ENERGY STAR partnership	<ul style="list-style-type: none"> <li>Effective Partnership Agreement or Partnership Letter (includes agreement to terms of Logo Use Guidelines)</li> </ul>	✓			
Label a qualified product, including loan products	<ul style="list-style-type: none"> <li>Effective Partnership Agreement with commitment to testing procedures and performance specifications for the product (includes agreement to terms of Logo Use Guidelines)</li> </ul>		✓		
Label a qualified building	<ul style="list-style-type: none"> <li>Qualification verified by third party</li> <li>Agreement to terms of Logo Use Guidelines</li> </ul>		✓		
Label a qualified home	<ul style="list-style-type: none"> <li>Qualification verified by third party</li> <li>Agreement to terms of Logo Use Guidelines</li> </ul>		✓		
Educate the public on the benefits of ENERGY STAR (as an ENERGY STAR partner)	<ul style="list-style-type: none"> <li>Effective Partnership Agreement (includes agreement to terms of Logo Use Guidelines)</li> <li>Approved by ENERGY STAR</li> </ul>		✓	✓	✓
Promote own services or products and link to ENERGY STAR	<ul style="list-style-type: none"> <li>Agreement to terms of Logo Use Guidelines</li> </ul>				✓
Highlight product or service that contributed to the achievement of an ENERGY STAR labeled commercial or industrial building	<ul style="list-style-type: none"> <li>Building owner approval</li> <li>Agreement to terms of Logo Use Guidelines</li> </ul>		✓		
Promote benefits of ENERGY STAR (as non-governmental organization (NGO) or Trade Association)	<ul style="list-style-type: none"> <li>Agreement to terms of Logo Use Guidelines</li> </ul>			✓	✓





## ENERGY STAR® Logo Use Guidelines

### ENERGY STAR Certification Mark



#### ENERGY STAR Certification Mark

The ENERGY STAR certification mark is used to identify products, homes, and buildings that meet or exceed ENERGY STAR guidelines.

#### Organizations Authorized to Use the ENERGY STAR Certification Mark

*The following organizations may use the certification mark:*

- Partners who have products or homes that meet ENERGY STAR specifications and have signed a Partnership Agreement with ENERGY STAR (for example, manufacturers, homebuilders, and lenders)
- Partners who promote the benefits of ENERGY STAR and have signed a Partnership Agreement with ENERGY STAR (for example, retailers, utilities, or states administering energy efficiency programs)
- Organizations who have commercial buildings that score 75 or higher on the national building benchmarking scale, meet indoor air quality (IAQ) criteria, and have been awarded the ENERGY STAR label (for example, building managers/owners)
- Organizations whose product or service has contributed to the

performance of an ENERGY STAR labeled building

#### Placement of the Certification Mark

The certification mark must appear directly on qualified products (or, where appropriate, on product packaging, lender application forms, and user manuals), homes, and buildings. Managers/owners of qualified buildings must display their ENERGY STAR plaques on the front of the qualified building or in the lobby. ENERGY STAR-approved, self-sticking labels for qualified homes should be placed on the exterior of the utility panel. In addition, an optional plaque or label may be placed near the entryway on the exterior of the home. ENERGY STAR must approve custom plaque or label designs for ENERGY STAR labeled homes. *The mark should never appear on or near products, homes, or buildings that do not meet the ENERGY STAR specifications.*

In advertisements or other promotional materials, print or electronic, the mark should be placed on or directly adjacent to the qualified product, home, or building.

- If multiple models are featured and they all meet the ENERGY STAR specifications, the mark only needs to appear once and may be placed anywhere in close proximity to the models
- If multiple models are featured and some of them do not meet the ENERGY STAR specifications, there are two options: 1) place



the certification mark on or directly adjacent to the qualified models, or 2) use the linkage phrase mark, as directed in the linkage phrase section of these logo use guidelines

#### **Correct Usage of the Certification Mark:**

- Used on products, homes, and buildings that meet ENERGY STAR guidelines (including packaging, boxes, specification sheets, lender application forms, and user manuals)
- Used by retailers to identify products that meet ENERGY STAR guidelines - logo must be on or adjacent to qualifying products only
- Featured in Web sites, product catalogs, advertisements, promotional materials, etc. - logo must be adjacent to a picture of, or text describing, the qualifying product or building (only with building owner approval)
- Used by ENERGY STAR and regional implementers (e.g., utilities, states) administering energy efficiency programs in promotion of ENERGY STAR, with an accompanying explanation, (See page four of this section)
- The only time the certification mark may be used without making reference to a specific product, home, or building is when informing the public about the purpose of the mark.

For example, you may use the statement “Look for the



on our products. It means the product meets ENERGY STAR guidelines for energy efficiency.”

#### **Incorrect Usage of the Certification Mark:**

- Used on anything other than products, homes, or buildings that qualify for the ENERGY STAR label, or their advertisements
- Used to imply an organizational endorsement by ENERGY STAR, EPA, or DOE
- Used with the ENERGY STAR logo altered in any way
- Used on partner letterhead, business cards, or other stationery
- Used on T-shirts, hats, or similar promotional items
- Included in advertisements or promotional material not on or adjacent to a picture of, or text describing, the qualifying product
- Used to imply a certification or endorsement of a service provided to a home or building (such as duct sealing)
- Used to imply that the government is funding ENERGY STAR financing and mortgages
- The image of the brass plaque (for buildings) should not be used as the certification mark





### Minimum Size and Clear Space Recommendations for the Certification Mark

The certification mark may be resized, but the proportions must be maintained. For legibility, it is recommended that the mark not be reproduced smaller than one inch wide by one-half inch tall.

It is recommended that a minimum amount of clear space surround the mark, separating it from other elements such as text, to ensure that these do not appear to be part of the logo. The recommended clear space is one-quarter inch on both sides and the bottom and one-eighth inch on the top. (To measure the bottom clear space, start at the baseline of the logo and then allow one-quarter inch of clear space before adding any other design elements.) If the logo is placed on a similarly-colored background, you may use a contrasting color as an outline around the logo for contrast.

### Color Identity of the Certification Mark

Use the .tiff or .eps color logo art provided by ENERGY STAR to recreate the desired full-color logo accurately.

Sample of the 4-Color Mark:



### One-Color Line Art Mark

It is strongly preferred that the one-color mark be rendered in blue (Pantone 287), yellow (Pantone 129), or green (Pantone 368). Requests to use a different color must be submitted to ENERGY STAR for approval prior to the production of any materials.

Samples of the Black and White Line Art Mark:

Black and white mark



Reversed mark



### Manipulation of the Certification Mark

The certification mark may never be altered, cut apart, or separated. As such, the word “energy” embedded within the mark must remain in English and never be translated to other languages, even when the mark is used in countries outside of the United States.



### **Sample Explanations for Use with the Certification Mark**

While not required, partners can use explanations in order to educate the consumer. Below are some sample explanations:

- “Products/homes/buildings with the ENERGY STAR<sup>®</sup> label are designed to use less energy, help you save money on utility bills, and help protect the environment.”
- “Choose energy-efficient products/homes/buildings with the ENERGY STAR<sup>®</sup> label. It’s an easy way to protect the environment while also saving money.”
- “Buying ENERGY STAR<sup>®</sup> labeled products/homes/buildings is an easy way to help protect the environment and save money on utility bills.”

These explanations can be made available in several other languages.

Explanations may be provided in any font. To ensure the type is legible, a minimum 2.5 point type size should be used.

### **Obtaining Copies of the ENERGY STAR Certification Mark**

Beginning in January 2001, the logos will be available from the ENERGY STAR Web site at [www.energystar.gov/logos](http://www.energystar.gov/logos).





## ENERGY STAR® Logo Use Guidelines

### ENERGY STAR Partnership Mark



#### ENERGY STAR Partnership Mark

The partnership mark is used to describe and promote an organization's involvement in ENERGY STAR. The purpose of the mark is to describe and promote an organization's involvement in ENERGY STAR. As such, the mark may be associated with a partner's name, but never with any specific products, homes, or buildings being sold or advertised.

#### Organizations Authorized to Use the ENERGY STAR Partnership Mark

Any organization that has signed a Partnership Agreement or Partnership Letter with ENERGY STAR may use the partnership mark. Conversely, any one who has not signed a Partnership Agreement or Partnership Letter is expressly prohibited from using the partnership mark. Partnership Agreements and Partnership Letters pertain to specific types of companies and organizations.

#### Others

For those organizations that do not sign a Partnership Agreement but interact with the customer during the purchase or installation of ENERGY STAR qualified products (including but not limited to HVAC and roofing contractors, duct sealers,

remodelers, insulation installers, and home inspectors), ENERGY STAR has developed the linkage phrase mark. Please refer to the section on linkage phrase marks for more information.

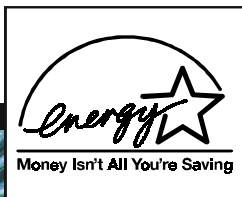
#### Placement of the Partnership Mark

It is acceptable to include the partnership mark in annual reports, promotional materials describing ENERGY STAR participation, stationery, letterhead, fax cover sheets, business cards, advertisements, signs, placards, Web sites, and similar materials. To promote their participation to building occupants and others, partners committed to improving their energy performance may also include the mark in their promotional efforts.

When using the partnership mark in stationery/letterhead, fax cover sheets, and/or business cards, partners must be careful not to imply that they manage the ENERGY STAR program or are EPA or DOE employees.

When used in advertisements, the partnership mark must appear in close proximity to the partner's company name or logo (often the lower left or right hand corner of the page). The mark may not be placed on or next to a picture of a product.

The partnership mark must never be applied to a product (including its packaging), home, or building. In addition, the mark must not be used



on point-of-purchase materials or displays.

#### **Correct Usage of the Partnership Mark:**

- Used by partners in advertisements, promotional materials describing participation, annual reports, Web sites, letterhead, fax cover sheets, business cards, and other similar stationery

#### **Incorrect Usage of the Partnership Mark:**

- Used on any product, home, or building
- Used to imply that any product, service, or organization has met the ENERGY STAR performance criteria
- Included on point-of-purchase materials
- Used by anyone other than partners
- Used to imply that the government is funding ENERGY STAR financing and mortgages

#### **Minimum Size and Clear Space Recommendations for the Partnership Mark**

The partnership mark may be resized, but the proportions must be maintained. For legibility, it is recommended that the mark not be reproduced smaller than one inch square.

It is recommended that a minimum amount of clear space surround the mark, separating it from other elements such as text, to ensure that

these do not appear to be part of the logo. The recommended clear space is one-quarter inch on both sides and the bottom and one-eighth inch on the top. (To measure the bottom clear space, start at the baseline of the logo and then allow one-quarter inch of clear space before adding any other design elements.) If the logo is placed on a similarly-colored background, it is acceptable to use a contrasting color as an outline around the logo for contrast.

#### **Color Identity of the Partnership Mark**

Use the .tiff or .eps color logo art provided by ENERGY STAR to recreate the desired full-color logo accurately.

Sample of the 4-Color Mark:



#### **One-Color Line Art Mark**

It is strongly preferred that the one-color mark be rendered in blue (Pantone 287), yellow (Pantone 129), or green (Pantone 368).

Requests to use a different color must be submitted to ENERGY STAR for approval prior to the production of any materials.





Sample of the Black and White  
Line Art Mark:



**Obtaining Copies of the ENERGY  
STAR Partnership Mark**

Beginning in January 2001, the  
logos will be available from the  
ENERGY STAR Web site at  
[www.energystar.gov/logos](http://www.energystar.gov/logos).



## ENERGY STAR® Logo Use Guidelines

### ENERGY STAR Promotional Mark



#### ENERGY STAR Promotional Mark

ENERGY STAR makes it easy for everyone, both at work and at home, to protect the environment while also saving money. To help partners and other stakeholders communicate these benefits, the ENERGY STAR promotional mark includes the tagline “Money Isn’t All You’re Saving.”

#### Organizations Authorized to Use the ENERGY STAR Promotional Mark

The following organizations may use the promotional mark:

- Any organization that has signed a Partnership Agreement or Partnership Letter with ENERGY STAR and wishes to promote the benefits of ENERGY STAR
- Organizations seeking to promote the benefits of ENERGY STAR, such as non-governmental organizations (NGOs) and trade associations

#### Placement of the Promotional Mark

The promotional mark may be used on any promotional materials that feature ENERGY STAR (e.g., point-of-purchase displays, sales materials, T-shirts and hats, etc.). The tagline “Money Isn’t All You’re Saving” helps to educate the consumer by providing a brief explanation of the mark and the benefits that labeled

products, homes, and buildings provide.

The promotional mark is not intended to be used to signify qualification with ENERGY STAR. In addition, the mark should not be used to denote or imply ENERGY STAR partnership or EPA/DOE endorsement of an organization and its products or services.

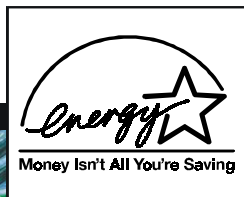
#### Correct Usage of the Promotional Mark:

- Used by partners, media, and others (per ENERGY STAR discretion) to promote ENERGY STAR
- Featured on ENERGY STAR promotional or educational materials (e.g., point-of-purchase displays, sales training materials, Web sites, etc.)
- Featured on promotional materials on or adjacent to qualified products (e.g., hang tags)

#### Incorrect Usage of the Promotional Mark:

- Used on any product, home, or building to signify qualification with ENERGY STAR
- Used to imply that any product, service, or organization has met ENERGY STAR performance criteria
- Used on letterhead, business cards, and other stationery
- Used to denote ENERGY STAR partnership or endorsement





- Used to imply that the government is funding ENERGY STAR financing and mortgages.
- Used in advertisements featuring non-qualified products, homes, or buildings
- Included on promotional materials on or adjacent to a non-qualified product, home, or building

#### **Minimum Size and Clear Space Recommendations for the Promotional Mark**

The promotional mark may be resized, but the proportions must be maintained. For legibility, it is recommended that the mark not be reproduced smaller than one inch wide by one-half inch tall.

It is recommended that a minimum amount of clear space surround the mark, separating it from other elements such as text, to ensure that these do not appear to be part of the logo. The recommended clear space is one-quarter inch on both sides and the bottom and one-eighth inch on the top. (To measure the bottom clear space, start at the baseline of the logo and then allow one-quarter inch of clear space before adding any other design elements.) If the logo is placed on a similarly-colored background, it is acceptable to use a contrasting color as an outline around the logo for contrast.

#### **Color Identity of the Promotional Mark**

Use the .tiff or .eps color logo art provided by ENERGY STAR to recreate the desired full-color logo accurately. You may change the color of the tagline “Money Isn’t All You’re Saving.”

Sample of the 4-Color Mark:



#### **One-Color Line Art Mark**

It is strongly preferred that the one-color mark be rendered in blue (Pantone 287), yellow (Pantone 129), or green (Pantone 368). Requests to use a different color must be submitted to ENERGY STAR for approval prior to the production of any materials.

Sample of the Black and White Line Art Mark:



#### **Obtaining Copies of the ENERGY STAR Promotional Mark**

Beginning in January 2001, the logos will be available from the ENERGY STAR Web site at [www.energystar.gov/logos](http://www.energystar.gov/logos).



## ENERGY STAR® Logo Use Guidelines

### ENERGY STAR Linkage Phrase Mark



#### ENERGY STAR Linkage Phrase Mark

The ENERGY STAR linkage phrase mark is used in marketing and advertising materials to show that a company carries either ENERGY STAR labeled products or services that can deliver ENERGY STAR performance levels. The mark includes two approved linkage phrases: “Ask About ENERGY STAR” and “We Sell ENERGY STAR.”

#### Organizations Authorized to Use the ENERGY STAR Linkage Phrase Mark

Any party interested in marketing either its ENERGY STAR labeled products, or its services that can deliver ENERGY STAR performance levels, may use the linkage phrase mark, once it enters into an agreement with ENERGY STAR regarding the terms of the Logo Use Guidelines. Authorization to use this mark is not contingent upon signing a Partnership Agreement or Partnership Letter. The linkage phrase mark was created for dealers and distributors who work with ENERGY STAR manufacturing partners, HVAC and roofing contractors, remodelers, and other similar organizations.

#### Placement of the Linkage Phrase Mark

The linkage phrase mark may be used on any promotional materials that feature ENERGY STAR (e.g., retail circulars, point-of-purchase displays, sales materials, T-shirts and hats, company-owned cars and vans, etc.).

In advertisements, it is preferred that the linkage phrase mark appear at the top or bottom of the ad along with the organization name. More importantly, the mark must never be associated with any specific product models; the certification mark should be used for this purpose.

If multiple models are featured in an advertisement and some of them do not meet the ENERGY STAR specifications, the linkage phrase mark may be used to indicate that ENERGY STAR qualified models are available without specifically identifying them. The mark should be placed at the top or bottom of the ad or in some other general location that is not product-specific.

The linkage phrase mark must never appear on qualified products (including product packaging), homes, or buildings. Finally, the mark should not be used to denote or imply ENERGY STAR partnership or EPA/DOE endorsement of an organization and its products or services.





### **Correct Usage of Linkage Phrase Mark:**

- Used to promote ENERGY STAR in advertisements, promotional materials, Web sites, letterhead, fax cover sheets, business cards, and other similar stationery
- Placed in promotional materials in a general location that is not product-specific

### **Incorrect Usage of Linkage Phrase Mark:**

- Used on any product, home, or building
- Used to imply that any product, service, or organization has met the ENERGY STAR performance criteria
- Used to denote ENERGY STAR partnership or endorsement
- Used to imply that the government is funding ENERGY STAR financing and mortgages

### **Sample Explanations for Use with the Linkage Phrase Mark**

The following explanations can be used to help educate consumers. Below are some sample explanations:

- “Products/homes/buildings with the ENERGY STAR® label are designed to use less energy, help you save money on utility bills, and help protect the environment.”
- “Choose energy-efficient products/homes/buildings with the ENERGY STAR® label. It’s an easy way to protect the environment while also saving money.”

### **Minimum Size and Clear Space Recommendations for the Linkage Phrase Mark**

The linkage phrase mark may be resized, but the proportions must be maintained. For legibility, it is recommended that the mark not be reproduced smaller than one inch square.

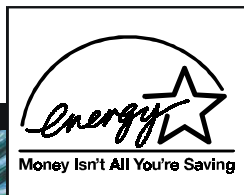
It is recommended that a minimum amount of clear space surround the mark, separating it from other elements such as text, to ensure that these do not appear to be part of the logo. The recommended clear space is one-quarter inch on both sides and the bottom and one-eighth inch on the top. (To measure the bottom clear space, start at the baseline of the logo and then allow one-quarter inch of clear space before adding any other design elements.) If the logo is placed on a similarly-colored background, it is acceptable to use a contrasting color as an outline around the logo for contrast.

### **Color Identity of the Linkage Phrase Mark**

Use the .tiff or .eps color logo art provided by ENERGY STAR to recreate the desired full-color logo accurately.

Sample of the 4-Color Mark:





### One-Color Line Art Mark

It is strongly preferred that the one-color mark be rendered in blue (Pantone 287), yellow (Pantone 129), or green (Pantone 368).

Requests to use a different color must be submitted to ENERGY STAR for approval prior to the production of any materials.

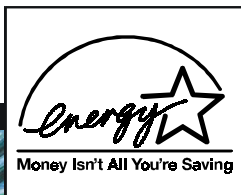
Sample of the Black and White Line Art Mark:



### Obtaining Copies of the ENERGY STAR Linkage Phrase Mark

Beginning in January 2001, the logos will be available from the ENERGY STAR Web site at [www.energystar.gov/logos](http://www.energystar.gov/logos).





## ENERGY STAR® Logo Use Guidelines

### ENERGY STAR Terminology

When writing and talking about ENERGY STAR, here are some guidelines and examples to follow.

#### ENERGY STAR Terminology

##### **Correct**

The only two acceptable terms to refer to the label on a specific item:

1. ENERGY STAR labeled TV (or VCR, building, etc.)
2. ENERGY STAR qualified TV (or VCR, building, etc.)

##### **Unacceptable**

An ENERGY STAR TV

ENERGY STAR compliant TV  
ENERGY STAR certified TV  
ENERGY STAR rated TV

ENERGY STAR labeled building

ENERGY STAR Building(s) label

ENERGY STAR label for buildings

Products/homes/buildings with/bearing the ENERGY STAR label

ENERGY STAR product (e.g., TV)  
ENERGY STAR products (referring to the suite of Products)

Products/homes/buildings displaying the ENERGY STAR label

ENERGY STAR equipment  
Endorsed by EPA/DOE  
Meeting ENERGY STAR standards

A building manager can “measure,” “rate,” or “benchmark” a facility’s energy use

ENERGY STAR rated building  
ENERGY STAR Building(s) “standard”  
ENERGY STAR “standards” applied to a building or facility

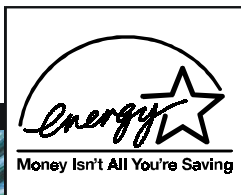
Facility/Building/School has been awarded/earned the ENERGY STAR label

Facility/Building/School has “won” the ENERGY STAR label

The ENERGY STAR label is jointly managed by EPA and DOE

ENERGY STAR and the ENERGY STAR logo are registered US marks

ENERGY STAR is a registered mark owned by the US government



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### Performance Guidelines

**Correct**

ENERGY STAR guidelines  
ENERGY STAR specifications  
ENERGY STAR performance levels  
Voluntary programs

**Unacceptable**

ENERGY STAR Standards\*  
ENERGY STAR Requirements  
EPA/DOE-approved  
EPA/DOE-endorsed  
Received an endorsement by EPA/DOE

*\*Note: When talking about Federal Energy Efficiency Standards, the use of "standards" is correct.*

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### Partners

**Correct**

An ENERGY STAR partner  
Company X, an ENERGY STAR Partner  
A company participating in ENERGY STAR  
A company promoting ENERGY STAR

**Unacceptable**

An ENERGY STAR company  
Company X, a company endorsed by EPA  
An EPA/DOE approved seller of ENERGY STAR equipment  
Endorsed by DOE/Endorsed by EPA

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### ENERGY STAR Working with Key Sectors

**Correct**

ENERGY STAR: [+ a tailored marketing message], e.g., ENERGY STAR: make your commercial real estate business more profitable  
ENERGY STAR for Small Business  
ENERGY STAR for Schools  
ENERGY STAR financing  
ENERGY STAR loans  
ENERGY STAR mortgages  
ENERGY STAR labeled exit signs

**Unacceptable**

ENERGY STAR Commercial Real Estate Program  
ENERGY STAR Small Business Program  
ENERGY STAR Schools Program  
ENERGY STAR Finance Program  
ENERGY STAR Exit Sign Program